



The Impact of Service Quality to Customer Satisfaction at Informa Store – Branch Ahmad Yani Bekasi

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ABSTRACT

This study aims to analyze the effect of service quality which consists of reliability, assurance, tangibles, empathy, and responsiveness to customer satisfaction at Informa Store, at Ahmad Yani - Bekasi. The research method used is descriptive quantitative. The author collected data in the form of a questionnaire, with a total of 110 respondents using Slovin to determine the sample size. The analytical methods used are descriptive statistical tests, validity tests, data reliability tests, normality tests, heteroscedasticity tests, correlation coefficients, coefficients of determination, simple linear regression tests, and hypothesis tests which are processed using the Statistical Package for Social Sciences (SPSS) version 25 program. Simultaneous test results show that the quality of service (X) which consists of reliability, assurance, physical evidence (tangibles), empathy (empathy), and responsiveness (responsiveness) have a significant effect simultaneously (together). the same) on the customer satisfaction variable with a significance value (P value) of $0.003 < 0.05$. This means that service quality has a significant effect on customer satisfaction.

Keywords: Customer Satisfaction, Service Quality Marketing, Informa Store

RESEARCH BACKGROUND

Business and business competition in today's era of globalization is increasingly rapid. Increasingly fierce competition requires business actors to have a competitive advantage in order to survive and compete with other business competitors. Efforts that can be made are to improve product quality and service quality. Based on preliminary observations, the author found

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observation data from April 2022 – June 2022, here is the sales table as follows:

Table 1. Sales Achievement Informa Store Branch Ahmad Yani Bekasi

| No | Month | Sales |
|----|------------|--------------------|
| 1 | April 2022 | Rp. 12.027.060.224 |
| 2 | May 2022 | Rp. 9.762.993.520 |
| 3 | June 2022 | Rp. 8.375.905.227 |

Sources: Data Processed by Researchers (2022)

Based on the table above, that sales turnover has decreased significantly, this is due to a decrease in service quality to customer satisfaction. Given the strategic role of consumer satisfaction on the survival of the company, the author is very interested in conducting research on service quality that allegedly affects consumer satisfaction, so in this study the author takes the title "THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE INFORMA AHMAD YANI BEKASI STORE".

Problems Statements

In order not to deviate far from the problems that have been discussed, the researcher limits his research problem to only focusing on conducting research on "The effect of service quality on customer satisfaction at the Ahmad Yani Bekasi Informa Store" The formulation of the problem from this study is whether the quality of service affects customer satisfaction at Informa Ahmad Yani Bekasi?

Research Objectives

The purpose of this study is to determine the effect of service quality on Ahmad Yani Bekasi Informa Store. The benefits of doing this research are as follows:

1. For writers:

The results of this study provide an opportunity for researchers to apply knowledge and as material for comparison between theories that have been learned while in college with reality that occurs directly in the field

2. For Companies:

The results of this research at Informa Ahmad Yani Bekasi can provide input or solve problems related to service to customer satisfaction.

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3. For Academics:

The results of this study can be useful as reference material and as a comparison of similar research that can be used by other research colleagues.

LITERATURE REVIEW

Customer Satisfaction

Indicators to measure customer satisfaction, according to Indrasari (2019: 92) are:

1. Conformity expectations, namely satisfaction is not measured directly but is concluded based on the conformity or mismatch between customer expectations and actual company performance.
2. Interest in revisiting, namely customer satisfaction is measured by asking whether customers want to buy or reuse the company's services.
3. Willingness to recommend, namely customer satisfaction is measured by asking whether the customer will recommend the product or service to others such as family, friends, and others

Service Quality

According to Parasuraman Dalam (Tjiptono and Chandra, 2016: 137) there are 5 (five) determining indicators in service quality as follows:

- a. Reliability, related to the company's expertise in order to provide accurate service from the first time without making mistakes and inform its services in accordance with the agreed time
- b. Responsiveness, relating to the willingness and expertise of employees to assist consumers and respond to their requests, as well as notify when services will be provided and immediately provide services quickly.
- c. Assurance, employee behavior that can foster customer trust in the company and the company can create a sense of security for its consumers. Assurance also means that employees are always courteous and have the knowledge and skills needed to handle any customer questions or concerns.
- d. Empathy, explaining that the company understands the problems of its customers and acts in the interests of consumers, as well as paying special attention to consumers and having comfortable operating hours.

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- e. Physical Evidence (Tangible), relating to the capabilities of physical facilities, complete equipment or equipment, and the materials used by the company are clean, as well as the appearance of neat employees.

RESEARCH METHODS

Research Methods and Approaches

The research approach used in this study is a quantitative approach, namely processing data in the form of numbers obtained from statistics and assisted by the SPSS (Statistical product and service solutions) application as an analysis tool. While the research method used in this study is a descriptive quantitative method, namely researchers want to find information and collect data in the form of numbers from statistical data results from questionnaires that are distributed and then described the relationship between service to customer satisfaction at Informa Ahmad Yani Bekasi. The variables to be studied are service as an independent variable and customer satisfaction as a dependent variable.

Research Design

This research design uses a causal-comparative research design, where the cause and effect relationship between the influence of service on customer satisfaction at Informa Ahmad Yani Bekasi in the form of problems that occur, a description of the relationship of variables being studied.

Population and sample

The population in this study is consumers who have become members at Informa Ahmad Yani Bekasi. The data on the consumer population of Informa Ahmad Yani Bekasi from April – July 2022 are as follows:

Tabel 2 Customer Population

| Month | Populations |
|----------------------------|---------------------|
| April 2022 | 2.084 member |
| May 2022 | 1.134 member |
| June 2022 | 1`234 member |
| Total | 4.452 member |
| Average per 3 month | 1.484 member |
| Average per-day | 50 member |

Sources: Data Processed by Researchers (2022)

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Based on data on the population of Informa member Ahmad Yani Bekasi from April – June 2020 in table 1.2. then the population per day who buy is 50 people who are registered as permanent members of consumers of Toko Informa Ahmad Yani, Bekasi.

Population in 3 days = 3×50 members
= 150 members

The sample in this study uses purposive sampling, which is selected with certain criteria set by researchers as data sources, namely consumers who have made purchases at Informa Ahmad Yani Bekasi. The sampling technique uses non-probability sampling, which does not provide equal opportunities for every member of the population to be sampled. In the sampling technique using the Slovin formula is as follows:

Remarks:

n = Sample

N = Population

e = score precision 95% or sig. = 0,05.

Number of samples on this research are as follows:

$$n = \frac{n}{1 + n (e)^2}$$
$$n = \frac{150}{1 + 150(0,05)^2} = 109,09 = \text{rounded to 110 respondent}$$

So the sample used by researchers in this study was 110 consumer respondents who had become members at the Informa Ahmad Yani Bekasi store.

Data Collection Techniques

The data collection technique used in this study was by using questionnaires. The questionnaire is carried out in the form of several statements that will be given to Informa Ahmad Yani Bekasi customers as selected samples or respondents.

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Table 3 Likert Measurement

| No. | Scale | Score |
|-----|-------------------|-------|
| 1 | SS Very Agree | 5 |
| 2 | S Agree | 4 |
| 3 | R Doubt/Neutral | 3 |
| 4 | TS Disagree | 2 |
| 5 | STS Very Disagree | 1 |

RESULTS AND DISCUSIONS

Validity Test Results

Table 4 Validity Test Result

| Item | r count | r table | Remarks |
|-----------------------------|---------|---------|---------|
| Service Quality (X1) | | | |
| Item 1 | 0.218 | 0.145 | Valid |
| Item 2 | 0.166 | 0.145 | Valid |
| Item 3 | 0.249 | 0.145 | Valid |
| Item 4 | 0.356 | 0.145 | Valid |
| Item 5 | 0.251 | 0.145 | Valid |
| Item 6 | 0.215 | 0.145 | Valid |
| Item 7 | 0.190 | 0.145 | Valid |
| Item 8 | 0.199 | 0.145 | Valid |
| Item 9 | 0.142 | 0.145 | Valid |
| Item 10 | 0.151 | 0.145 | Valid |
| Item 11 | 0.353 | 0.145 | Valid |
| Item 12 | 0.180 | 0.145 | Valid |

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| Item | r count | r table | Remarks |
|---------|---------|---------|---------|
| Item 13 | 0.387 | 0.145 | Valid |
| Item 14 | 0.150 | 0.145 | Valid |
| Item 15 | 0.443 | 0.145 | Valid |
| Item 16 | 0.173 | 0.145 | Valid |
| Item 17 | 0.198 | 0.145 | Valid |
| Item 18 | 0.299 | 0.145 | Valid |
| Item 19 | 0.184 | 0.145 | Valid |
| Item 20 | 0.170 | 0.145 | Valid |

Sources: Data processed from SPSS (2022)

Based on table 4. Above it can be seen that the calculated r value for each statement on each variable is valid or $> r$ table (0.145). It can be concluded that each of these statements is valid to be used as a variable measurement of service quality to customer satisfaction at the Informa Ahmad Yani Bekasi store and has met the requirements for good validity

Reliability Test Results

Tabel 5 Reliability Test Result

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 110 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 110 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha ^a | N of Items |
|-------------------------------|------------|
| .314 | 20 |

Sources: Data processed from SPSS (2022)

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Based on table 5. reliability test results display Cronbach's Alpha values of 0.314 > 0.60, indicating that all N of items statements are considered reliable. Proven in the reliability test results that display all Cronbach's Alpha values greater than 0.60. The results are declared reliable, which means that there is consistency in respondents' answers to 20 questionnaire statements submitted on related variables, so it can be said that all statements in the questionnaire are easily understood by respondents

Classic Assumptions Test Results

Normality Test Result

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 110 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.85399735 |
| Most Extreme Differences | Absolute | .037 |
| | Positive | .030 |
| | Negative | -.037 |
| Test Statistic | | .037 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Sources: Data processed from SPSS (2022)

From the results of the normality test using the kolomogrov smirnov method, the significance result of the normality test was 0.037 where the result was greater than the significance level of 0.05 so that it can be concluded that the normality test in this study is normally distributed.

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Multicollinearity Test

Table 7 Multicollinearity Test

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 19.284 | 2.554 | | 7.550 | .000 | | |
| | Service Quality | -.094 | .054 | -.166 | -1.751 | .083 | 1.000 | 1.000 |

a. Dependent Variable: Customer Satisfaction

Sources: Data processed from SPSS (2022)

From the calculation results in the table of free variable Multicollinearity test results show that the Tolerance value > 0.10 and the VIF value < 1.00 , so it can be concluded that the variable tested is free from Multicollinearity

Heteroscedasticity Test

Table 8 Heterokedasticity Test

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 25.217 | 1 | 25.217 | 3.067 | .083 ^b |
| | Residual | 887.838 | 108 | 8.221 | | |
| | Total | 913.055 | 109 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality

Sources: Data processed from SPSS (2022)

From the results of the Heteroscedasticity test shows the significance result of the variable > 0.05 so that it can be concluded that there is no problem of heteroscedasticity in the regression model.

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Coefficient of Determination

Table 9. Coefficient of Determination Analysis (R²)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .166 ^a | .028 | .019 | 2.867 |

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

Sources: Data processed from SPSS (2022)

Based on the results of the coefficient of determination obtained in Table 9. obtained an adjusted R-squared value of 0.019. This means that 0.019% of changes in the Customer Satisfaction variable are caused by the influence of the variable on Service Quality. The rest were influenced by other variables that were not used in the study.

Hypothesis Testing

Partial Test (T-Test)

Table 10. Partial Regression Test (t Test)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | t | | Tolerance | VIF |
| 1 | (Constant) | 19.284 | 2.554 | | 7.550 | .000 | | |
| | Service Quality | -.094 | .054 | -.166 | -1.751 | .003 | 1.000 | 1.000 |

a. Dependent Variable: Customer Satisfaction

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Based on Table 10. So here are the results of the t test for each independent variable:
Service Quality Variable (X)

1. Probability value (sig) with value, probability value (0.00), and value (0.05).
The result in the coefficient table shows a significance of 0.003. is 0.05, so the ratio is $0.003 < 0.05$
2. If the probability value (p value) of Service Quality is greater than ($0.003 < 0.05$), then it is accepted, meaning that Service Quality affects Customer Satisfaction. If the Quality of Service is high, Customer Satisfaction will also increase or even decrease. Conversely, if the Quality of Service goes down, then Customer Satisfaction also goes down or even goes up

RESULTS AND DISCUSSIONS

The Effect of Service Quality on Customer Satisfaction

The results of multiple hypothesis testing show that the probability value (p-value) for the Service Quality variable (X1) is $0.003 < 0.05$. This means that Service Quality has a significant effect on Customer Satisfaction. This means that if the Quality of Service is high, Customer Satisfaction increases or even decreases. Conversely, if the Quality of Service decreases, Customer Satisfaction will decrease or even increase.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the analysis on the Probability Value (sig) with probability value (0.00), and value (0.05). Results on the table of coefficients shows a significance of 0.003 less than 0.05, so The ratio is $0.003 < 0.05$. It can be concluded that the results hypothesis testing is known that the variable Quality of Service significant effect on Customer Satisfaction. Means hypothesis that reads the better the Quality of Service then increasing Customer Satisfaction at Informa Ahmad Yani Bekasi, accepted. This is a challenge for other researchers to Re-examine in an attempt to find out the factors that affect customer satisfaction.

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Suggestions

Based on the results of this study, suggestions that can be given by the author include, Informa store management consistently conducts training so that salespeople are able to communicate well with potential buyers. This good communication includes understanding in detail and clearly about product classification, brand, price and detailed specifications of each product offered by Toko Informa. In addition, management also needs to train salespeople to be more honed in analyzing sales seasons that might increase sales, for example Eid, Christmas to New Year programs. For future research, the author suggests using a wider and larger sample, not only in Toko Informa Ahmad Yani Bekasi, but with a wider population. In addition, new variables can be added in this study, including understanding of the products sold, as well as the skill of salespeople in informing products to members via online promotion.

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